



## CONTACT

**Jennifer L. Gioia Rowland**, Owner & Founder  
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## SOCIAL MEDIA

**Facebook:** /jgfairytale s  
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## EDITORIAL & PROFESSIONAL SKILLS

- Over a decade of editorial expertise, specializing in manuscript critiques, developmental editing, copyediting, and proofreading for corporate, non-profit, and creative industries.
  - Proficiency in multiple industry standards, including CMOS (Chicago), AP, AMA, APA, and MLA.
  - Extensive experience in technical, creative, and corporate writing, with a focus on tailoring complex information for diverse audiences.
  - Proven track record of managing multi-stage editorial projects and meeting strict deadlines in high-pressure environments.
  - Advanced use of Microsoft 365 and Google Workspace collaborative tools across Windows and macOS platforms.
  - Excellent verbal and written communication skills with an 82 WPM typing average for high-volume production.
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## PROFESSIONAL RELATED EXPERIENCE

### **jgfairtales Freelance Services**

July 2016 – Present

*Owner & Founder, Editorial Freelancer*

- Deliver comprehensive substantive editing, copyediting, manuscript critiquing, and proofreading for international authors in the fiction and poetry genres. I specialize in guiding emerging and self-publishing writers through the final stages of the creative process to ensure their work is publication-ready.
- Commissioned Work
  - Provide high-level editorial services for manuscripts one phase away from publication.
  - Successfully transitioned four commissioned clients to professional publication.
- Pro Bono Work
  - Mentored more than 30 emerging authors via Wattpad.com, delivering extensive critiques, edits, and proofreads for manuscripts that have collectively earned 5+ million reads.
  - Supported the growth of the digital writing community, leading to the professional publication of a pro bono client.

### **Lake City Books**

January 2016 – April 2016

*Freelance Public Relations and Social Media Consultant*

- Short-term strategic project focused on expanding brand presence and optimizing retail operations.
- Social Media Strategy & Engagement
  - Developed a comprehensive action plan to increase social media followership and community engagement.
  - Managed consistent social media messaging and conceptualized promotional and fundraising events to drive store traffic.
- Retail Optimization & Operations

- Consulted on merchandising strategies and inventory displays to maximize profitability and enhance the customer experience.
- Managed all aspects of the consultancy, including formal contract development, project tracking, and performance reporting.

### **Saranac Review**

January 2012 – May 2015

*Editorial Assistant Supervisor & Administrative Assistant*

- Managed high-level editorial operations and digital transformation for a professional literary journal, overseeing a rotating staff of student interns and streamlining the publication process.
  - Editorial Leadership & Mentorship
    - Selected and trained a total of 40 editorial assistant interns, supervising between three and nine individuals each college semester to ensure quality across blog content and social media.
    - Managed the end-to-end recruitment process, including interviewing and evaluating potential employees and interns to maintain a high-performing editorial team.
- Digital Transformation & Brand Strategy
  - Led the transition to a fully digital workflow by implementing Submittable.com for manuscript management and distribution.
  - Facilitated a comprehensive brand refresh, including the launch of a new website and the redesign of a sponsorship kit that resulted in increased funding.
  - Represented the journal as a spokesperson in promotional media and established advertisement exchange partnerships with other literary magazines.
- Publication Management
  - Managed the flow of submissions to appropriate genre editors, coordinated with accepted contributors, and oversaw the indexing and formatting of the physical journal.
  - Collaborated on the strategic planning and execution of annual journal launch events to celebrate new issues and community contributors.

### **AWARD**

**The State University of New York College at Plattsburgh**

May 2015

*Distinguished Service Award*

- In recognition of exemplary dedication to the English department and to the Saranac Review.

### **PROFESSIONAL MEMBERSHIP**

**Editorial Freelancers Association, Member**

April 2017 – Present

### **EDUCATION**

**Kent State University**

January 2017 – December 2018

*Master of Arts (M.A.), Public Relations*

**The State University of New York College at Plattsburgh**

August 2011 – December 2015

*Bachelor of Arts (B.A.), Public Relations*

- Minors in English and Journalism